

ZHENGYANG HUANG

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- **project highlights:** <https://zhengyang-huang.me/Project-Highlights.pdf>
- **website:** <https://zhengyang-huang.me/>
- **LinkedIn:** <https://www.linkedin.com/in/zhengyang-huang/>

Zhengyang is a new media artist working in interactive media with web and game engine as well as 3D/2D graphics, motion effects, and videography. He's been doing both collaborative and self-initiated projects for years and gained versatile experiences in aesthetics, software and skills spanning from artistic, educational to commercial fields.

EDUCATION

UCLA - MFA, Design | Media Arts - Los Angeles, CA

June 2021

College of William and Mary - BA, Studio Arts - 3D - Williamsburg, VA

May 2019

SKILL

- **Web and Game Interactives:** HTML, Javascript, CSS, JQuery, Wordpress, Webpack, Adobe XD, Unity3D, Unity C#, Processing, Arduino, Git, Github;
- **3D/2D Graphics:** Blender, Maya, VR video, Reality Capture, R3D Wrap, RunwayML, Adobe Illustrator, Substance Painter, Photoshop, InDesign, Figma;
- **Videography and Motion Graphics:** Adobe AfterEffects, Adobe Premiere Pro, Adobe Audition, Audacity;
- **Soft Skills:** Concept building, Communication Skill, Teamwork, Problem-Solving Ability, Flexibility, Time Management;

WORK EXPERIENCE

Visual Designer / Videographer - Global Talent Link • Contract **August 2021 - Present**

- Conceptualized brand images and stories, created prototypes and developed a whole new set of visual assets to represent mission statement, convey brand narratives, and add warmth in visuals to show a sense of community;
- Revamped company website content and graphics on Wordpress, collaborated with a web developer and the marketing team to develop new layouts, graphics, interaction, and writings;
- Designed landing page with Lottie SVG animation and responsive features developed with HTML, CSS, Javascript;
- Created a marketing video with animated assets, motion effects which fully utilizes company footages and removes stock images;
- Collaborated with service team and developed a new slide deck with illustrations and scripts that represents brand image and introduces company services;
- Illustrated community flyer to be produced both in print and online, with QR code tracking included for marketing purpose;

Freelance Web Design/Development - Kindred Spirit

Feb 2022 - Present

- Iterated through different design and ideas for website improvements;
- Redesigned website user flow, content, and created web prototypes with Adobe XD, Illustrator, and 3D software Blender;
- Improve web page layouts, backgrounds, graphics, and create new interactions, images, and web assets with customized HTML/CSS on Squarespace;

Lecturer - UCLA - Los Angeles, CA

June 2021 - August 2021

- Taught *DESMA 24 Motion* (<https://classes.dma.ucla.edu/Summer21/24/>), a course in theory and practice of motion graphics including video making and editing, 3D modeling and animation, as well as GAN generated images;
- Led learning sessions and made tutorials for Autodesk Maya, Adobe After Effects, Premiere Pro, and RunwayML;
- Led lectures, discussions, screenings, critiques to expand knowledge and develop critical thinking on moving images;

Teaching assistant - UCLA - Los Angeles, CA

October 2019 - June 2021

- Led discussion sessions to expand course materials and have more discussions on media art history and practice;
- Designed and created websites to manage and share materials and resources as well as showcasing student work;
- Assisted instructors in and out of class, coordinated meetings, supported students on projects and assignments;
- List of courses:
 - o 09/2019 - 12/2019 Media Arts - Introduction
 - o 01/2020 - 03/2020 Motion (<https://classes.dma.ucla.edu/Winter20/24/>)
 - o 09/2020 - 12/2020 Special Topics: Cultural Appropriation With Machine Learning
 - o 09/2020 - 12/2020 Design Culture
 - o 01/2021 - 03/2021 Motion
 - o 03/2021 - 06/2021 Video (<https://classes.dma.ucla.edu/Spring21/153/>)

EXHIBITION

2021

- *Air, Water, Fire*, SLSA 2021 (Society for Literature, Science, and The Arts,), Penny W. Stamps School of Art & Design at the University of Michigan, Ann Arbor, <https://stamps.umich.edu/events/slsa-exhibit>, 10/2021
- *Air, Water, Fire*, in group show *The Last Online Show*, D|MA MFA show, <http://projects.dma.ucla.edu/exhibitions/mfa2021/2020/10/13/zhengyang/>, 05/2021
- *Air*, solo show in collaboration, online, D|MA, 02/2021

2020

- *Share Screen*, D|MA Fall Preview Show, <https://projects.dma.ucla.edu/exhibitions/sharescreen/>, 10/2020
 - Besides showing work, I also developed and designed the landing page of the exhibition website

2019

- *Image at Surface*, solo show at Linda Matney Gallery, Williamsburg VA, 04/2019
- *Capstone Show*, group show at Williamsburg Contemporary Art Center, Williamsburg VA, 02/2019
- *A Sense of Occasion*, group show at Andrews Gallery, Williamsburg VA, 05/2019

2018

- *Transposition: Asian Cultures*, group show at Linda Matney Gallery, Williamsburg VA, 02/2018

PUBLICATION

- *Image at Surface*, Artsy, 2019
- *Transparency*, Acropolis Art Journal, 2017
- *Solidarity*, Acropolis Art Journal, 2017
- *Chaos // Disorder*, Acropolis Art Journal, 2016

GRANTS AND AWARDS

2021

- Clifton Webb Scholarship, School of Arts & Architecture, UCLA, 01/2021 - 06/2021
- Dr. Hyuman Eugene Oxman & Frieda Dreyer Oxman Fellowship Fund, School of Arts & Architecture, UCLA, 01/2021 - 06/2021

2020

- Dean's Graduate Scholarship, D|MA, School of Arts & Architecture, UCLA, 09/2020 - 06/2021

2019

- Alumni Association Award, College of William and Mary, 06/2019

2018

- Honors Research Project Fellowship, College of William and Mary, 08/2018 - 05/2019
- The Joseph Palin Thorley Memorial Scholarship for the Study of Art, College of William and Mary

- Initiated as a member of Phi Beta Kappa, Alpha of Virginia at the College of William and Mary, 12/05/2018
- 2017
- The Joseph Palin Thorley Memorial Scholarship for the Study of Art, College of William and Mary
 - Roy R. Charles Grant for Semester Independent Study, College of William and Mary